

Making the world a better place: the use of marketing for a positive change

Student: Ekaterina Napolova

Degree: Doctor of Philosophy

University of Technology Sydney

Business School, 2020

Certificate of Original Authorship

I, Ekaterina Napolova declare that this thesis, is submitted in fulfilment of the requirements for the award of doctor of philosophy, in the Business School at the University of Technology Sydney.

This thesis is wholly my own work unless otherwise reference or acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

This document has not been submitted for qualifications at any other academic institution.

This research is supported by the Australian Government Research Training Program.

Production Note:

Signature: Signature removed prior to publication.

Date: 22/02/2020

Acknowledgements

I would like to express my deepest gratitude to those who have supported me during my PhD journey, the journey that would be impossible to go through alone.

Foremost, I would like to thank my parents Dmitry and Natalia, my brothers and sisters Julia, Andrey, Vlad and little Arina for their support and encouragement, I will not be able to thank you enough for being there for me whenever I needed it. I would like to thank my future husband Cameron, for his belief in my ability to succeed and never-ending optimism despite all challenges we faced during these years.

I want to thank my supervisor, Francois, for his patience and support, by far the best support a PhD student get. Your guidance helped me at every step of this journey and I would not be able to complete it without you. I would like to express my gratitude to my panel members, Valeria and Geeta, for their insightful comments and support during my studies and to Carolin for providing so much help with one of my PhD projects. Importantly I also want to thank staff members of UTS Marketing Discipline group for valuable feedback they provided over the years.

I am especially grateful to my friends I met during my PhD studies, Alex, Anne-Maree, Atya, Dimitri and Ljubo, who made my PhD time so much more exciting and fun. Meeting you guys was one of the best things that happened to me during these years. I also thank my Australian and Russian friends for always being there for me.

Finally, I cannot thank enough UTS Business School staff, Ash, Deb, Michael and Courtney for providing me so much support during my PhD.

Format of thesis

Thesis by compilation

Table of Contents

Abstract	8
Introduction	9
References	12
Essay 1: A Meta-Analytic Examination of Planning and Goal Striving Processes.....	14
Abstract	15
The Roles of Goal setting and Goal pursuit in The Rubicon Model of Action Phases	18
Goal specificity	19
Different approaches to planning	21
Planning for specific and non-specific goals.....	22
Effect of planning on goal-related behavior over time.....	24
Planning for avoidance and approach goals	25
Methodology	27
<i>Data collection</i>	27
<i>Inclusion criteria</i>	27
<i>Effect size calculation</i>	28
<i>Coding for moderators and control variables</i>	30
<i>Model development</i>	34
Results	35
<i>Univariate meta-analyses</i>	35
<i>Publication bias</i>	38
<i>Main model</i>	39
<i>Sensitivity analyses</i>	42
General discussion.....	45
Limitations and Future research	49
Conclusion.....	51
Appendices	52
References	68
Essay 2: Doing Good for the Better: A Meta-Analysis of Consumer Reactions to Corporate Social Responsibility.....	99
Abstract	100
Literature review	103

Methodology	107
<i>Inclusion Criteria</i>	107
<i>Effect Size Calculation</i>	108
<i>Moderators</i>	109
<i>Model Development</i>	111
Results	112
<i>Overview</i>	113
<i>Effect Size Heterogeneity</i>	113
<i>Publication Bias</i>	114
<i>CSR characteristics</i>	114
Discussion	117
Limitations and Further Research	119
Conclusion.....	121
References	122
Essay 2: Web Appendix	134
Literature Search	135
Effect Size Calculation.....	140
References for Web Appendix	144
Essay 3: The influence of linguistic elements on the success of peer-to-peer loan funding	155
Abstract	156
Conceptual framework	159
<i>Language complexity and perception of trust</i>	161
<i>Risk connotation and perceived risk</i>	162
<i>The nature of the loan and perceived risk</i>	163
Methodology	164
<i>Dataset and calculation of the final sample for the analysis.</i>	164
<i>Dependent variable measure.</i>	165
<i>Independent variables.</i>	166
<i>Control variables.</i>	168
Results	170
Discussion	171
Limitations and future research.....	174
Conclusion.....	176
References	177
Appendix 1. Coding instructions used to estimate affective content of photographs.	190
Conclusion.....	197

List of Illustrations and Tables

Essay 1

Table 1: Comparison between the current meta-analysis and previous meta-analyses on planning effectiveness.....	53
Table 2: Formulas used for effect sizes calculations.....	54
Table 3: Substantive moderators and control variables.....	56
Table 4: Univariate meta-analyses.....	59
Table 5: Meta-regression for main model.....	60
Table 6: Mean effect size estimates for the goal specificity/planning format combinations.....	61
Table 7: Removal of no-reported cases for ‘goal specificity’ variable.....	62
Table 8: Exclusion of non-significant studies.....	63
Table 9: Recoding effect sizes with different correlation values between groups.....	64
Table 10: Models with additional control variables.....	65
Table 11: Correlation matrix of variables used.....	67
Figure 1: The flow diagram of literature search.....	68

Essay 2

Table 1: Substantive Moderators and Control Variables.....	130
Table 2: Results for Summary Meta-Analyses.....	131
Figure 1: Frequency Distribution of the Effect Sizes for the Impact of Company CSR Strategies on Consumer Reactions.....	133

Web Appendix for Essay 2

Figure 1: The flow diagram of literature search.....	136
Table 1: Information about the Studies Included in the Meta-Analysis.....	137
Table 2: Formulas Used in Effect Size Calculations.....	140
Table 3: Descriptive Statistics for the Effect Sizes per Subsamples per Moderators.....	143

Essay 3

Table 1: Comparison with previous papers that investigated the effectiveness of P2P requests.....	183
Table 2: Variables used in the analyses.....	184
Table 3: Correlation matrix.....	186

Table 4: Regression results.....	187
Figure 1: An example of kiva lending request.....	188

Abstract

My thesis focuses on investigating how various stakeholders - individuals, non-profit organisations and corporations - can use marketing for a positive change. My essay 1 presents a meta-analytic investigation of the relationship between various phases of the goal striving process in the context of health-related behaviors. This meta-analysis yielded several conclusions. First, the results indicate that if an individual sets a specific goal, formulating an “if-then” plan is more beneficial for adopting the planned behavior whereas formulating “when-where-how” plans is more helpful when setting a non-specific goal. Second, this study showed that the positive effect of planning for health-related goals is not time-bound. Finally, it suggests that planning is equally effective for both approach and avoidance goals.

My essay 2 examines consumer responses towards CSR. In this essay, I conducted a meta-analysis of the CSR literature to examine what CSR initiatives companies should support as well as how to communicate it. Results revealed that it is important to account for complexity in consumers’ responses to CSR, as responses to CSR initiatives differ depending on the type of the consumer reaction. First, the level of CSR–company fit does not affect CSR effectiveness in changing consumer behavior or improving attitudes towards the brand or a product. However, low CSR–company fit initiatives are not effective in improving consumer attitudes towards the company. Second, there are important differences in effectiveness of different CSR types. For instance, cause-marketing is an effective tool for changing consumer behaviors, but it does not improve attitudes towards the brand or a product. Third, self-publicized CSR initiatives are ineffective in improving company attitudes. They are also significantly less effective in improving attitudes towards the product comparing to those CSR that are communicated via independent sources. However, companies can still effectively use self-publicity in driving behavioral change as communication source does not affect the effect of CSR towards consumer

behavior change. Finally, we show that CSR initiatives are not effective for companies that operate in controversial industries.

My essay 3 examines the link between language used in peer-to-peer (P2P) lending requests and their funding success. I retrieved an extensive database from P2P lending platform Kiva to investigate how specific language elements of P2P loan requests, in particular language complexity and risk connotation, can influence funding success. The results show that using less complex language with fewer words connoted with risk leads to a significant increase in funding success. Furthermore, lenders evaluate personal and business-related loans in different ways; where by nature personal loans contain less information on their future repayment.